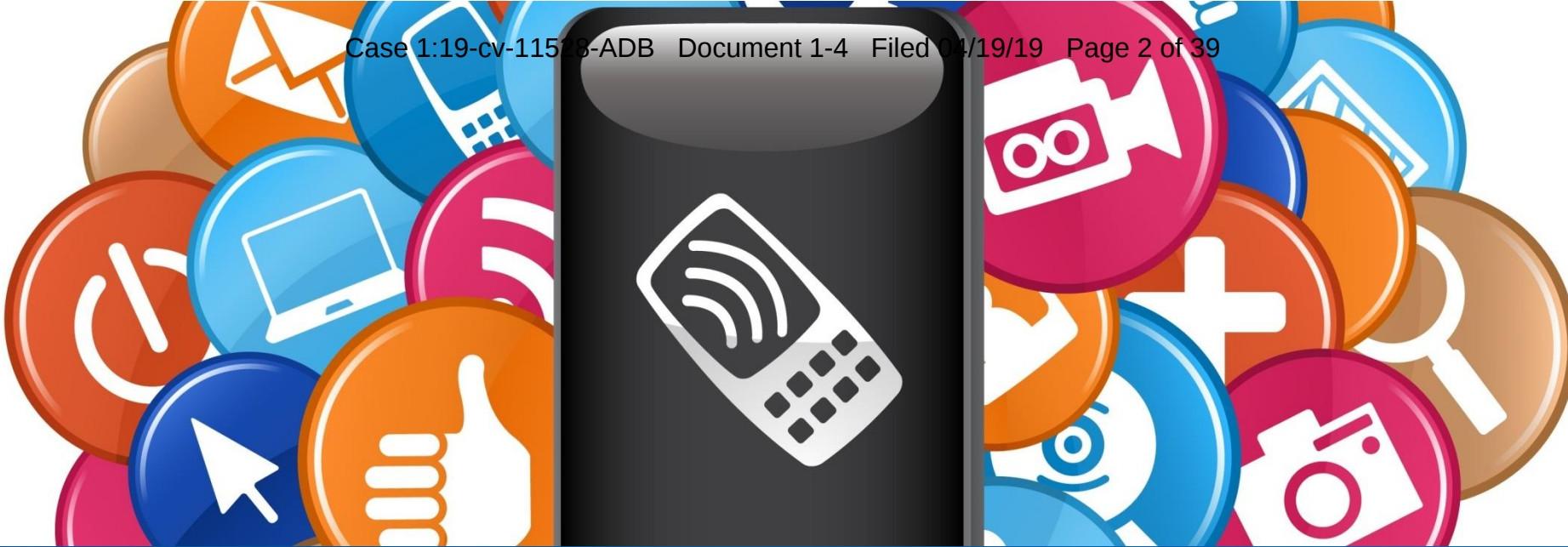


Exhibit D



Innovations For Mobile Content Distribution



Quick Facts: Company Information

- An Ohio incorporation, incorporated in 2011
- Offices
 - 1275 Kinnear Rd., Columbus, Ohio
 - 1045A Linda Vista Ave., Mountain View, CA, 94043
 - 12 Suliman Abaza St, Mohandseen, Giza, Egypt (Dev Office: 16 developers)
- **Major Investors and Stakeholders**
 - Ohio Tech Angel Fund (OTAF)
 - Tech Columbus (TC)
 - Ohio State University
 - Alta Ventures (Mexico)

OHIO Tech Angels

TECH
COLUMBUS

ALTA
VENTURES MEXICO®

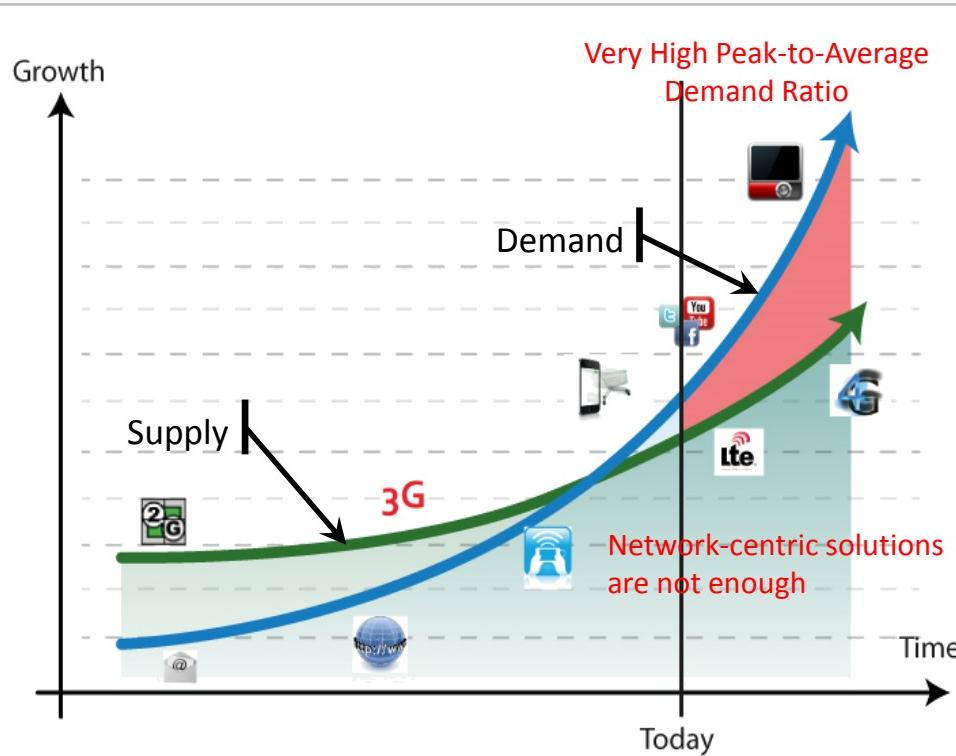


Quick Facts: Company Purpose

inmobly delivers an innovative mobile multimedia platform integrating networks, handsets and content.



The Bandwidth Crunch



Users are “always on,” “always connected”

The average user consumes 7.2 hours of media daily

Mobile devices represent 27% of this time

5G will not cut-it, New Paradigm for content delivery required

Everyone is Impacted



Peter & Mary share a data plan with teen daughter Sarah

Sarah loves music & video

Data overages are tough on the budget



San Francisco

Columbus

New York



Diane flies often for business

News, sometimes Hulu

Poor connections when travelling,
Limited content available offline



Jack takes the subway to work

Sports highlights, streaming music

Buffering delays, data overages

Carriers, Content providers and Users are all losing

Industrial Ecosystem



Network Centric Solutions (5G) will not cut it



Data Throttling is annoying



Wi-Fi hunt for your smart phones is an art



Network Caching not optimized for the last mile

Data Management not adequate for video traffic

"There are certain pockets where we're absolutely going to experience that down tick from the LTE network down to 3G because of capacity constraints." Verizon CFO Fran Shammo

Development in the Industry

“Mobile Data Congestion already a Reality” (Top 10 Tech Predictions for 2015: CEO CyberFlow)

at&t / mobile broadband / netflix

AT&T launches “Sponsored Data,” inviting content providers to pay consumers’ mobile data bills

Carriers introducing “Sponsored Data”

The screenshot shows a news article from Slashdot. The header reads "Is Verizon Already Slowing Netflix Down?". Below the header, it says "Posted by Soulskill on Wednesday February 05, 2014 @03:50PM from the didn't-take-long dept." The page includes navigation links for "stories", "submissions", and "popular".

Carriers Slowing down heavy traffic

Carriers Move to work closer with content

The screenshot shows a TechCrunch article titled "Verizon Is Acquiring Content Delivery Network EdgeCast". The page includes a navigation bar with links for "News", "TC TV", "Events", "Follow Us" (with social media icons), and a search bar.

Focus on Emerging Markets

Facebook's window to emerging markets:
mobile

COMMENT SHARE Tweet Justin Lafferty • Feb 17th, 2014 Advertising, Facebook, Featured, Mobile

Mobile Aware Content Delivery



Bridge between content and mobile networks



Streaming is over-rated



All bits are not created equal

Peace of mind by avoiding overage charges



Video Now technology is a Win-Win-Win



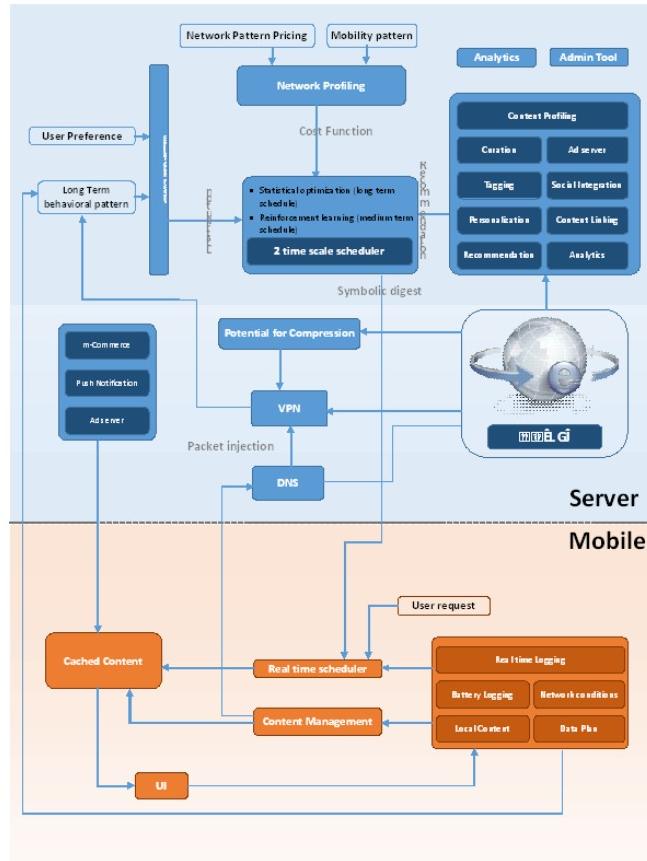
Predict

Cache

Serve

One technology, many possibilities

System Overview



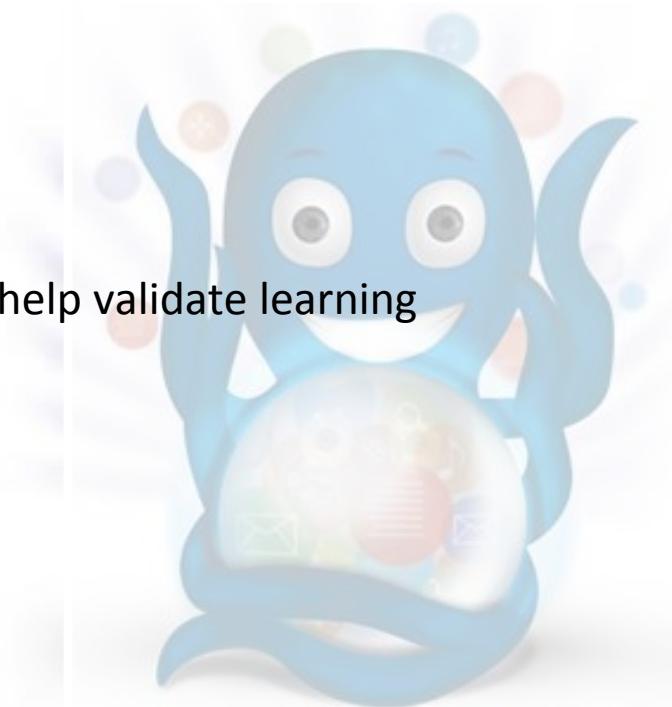
Predict: Cloud Backend

- Profiling
- Traffic Routing (VPN architecture)
- Smart Scheduling



Profiling

- Statistical User profiling
 - Logs (Connectivity/Consumption/UI)
 - User preferences
 - Content tags and metadata
 - Interactive learning: Engaging users to help validate learning
- Network Profiling
 - Logs of connectivity (3G/Wi-Fi)
- Statistical Content Profiling
 - Variability of content

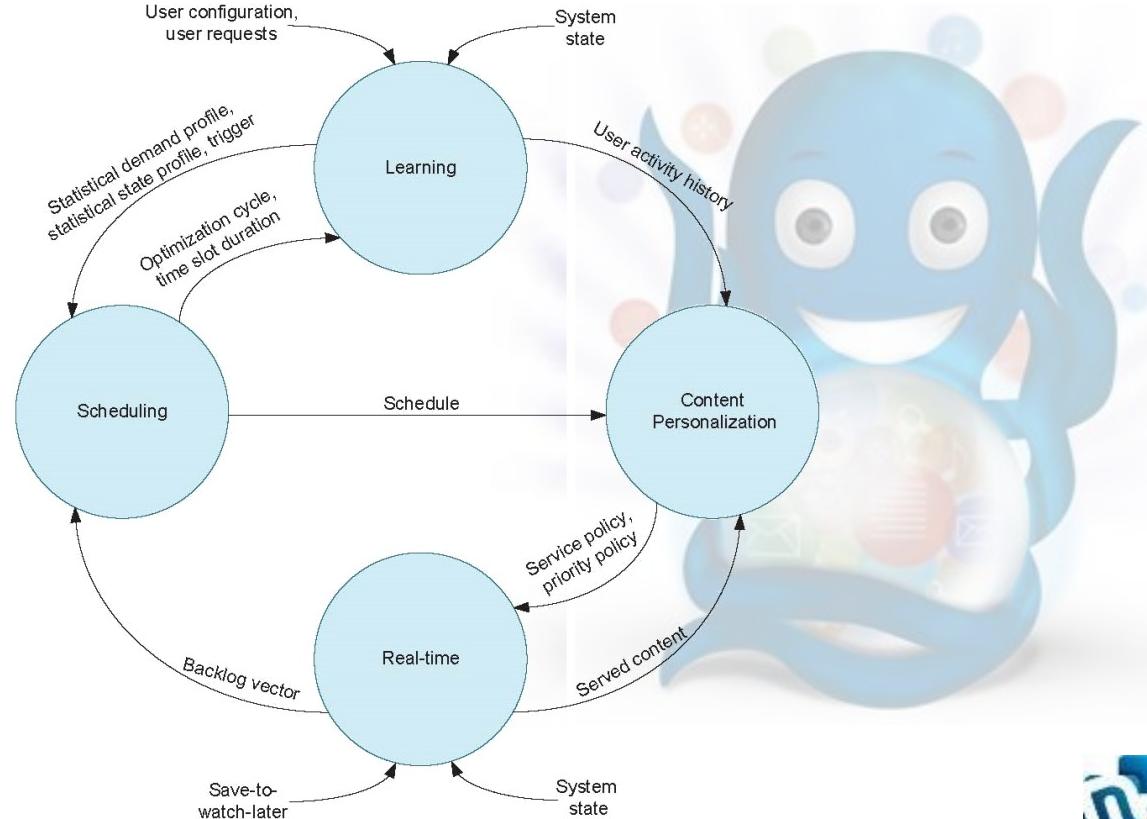


Traffic Routing (VPN architecture)

- DNS architecture for logging and injection (serving)
 - Over-the-top solution to monitor traffic
 - Identifying content usage on the device
 - DNS reduces traffic requirements on VPN
 - Sampling based approach
- Possibility of adding compression



Scheduling Module Architecture



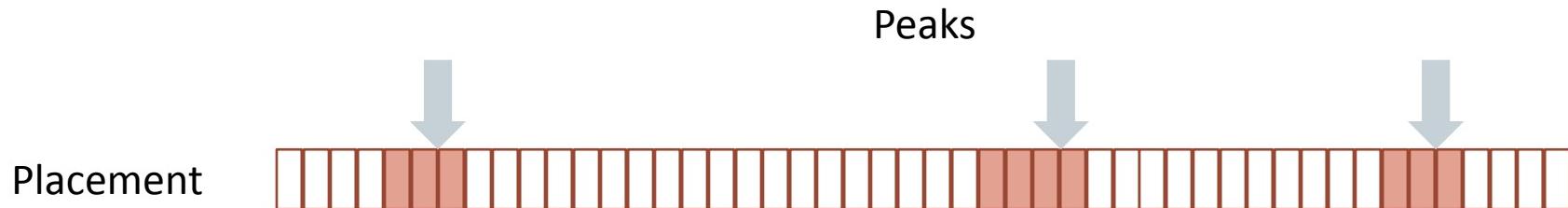
Smart Scheduling

- Statistical User profiling
 - Optimization based on long term trends
 - Based on UI, consumption, and connectivity patterns
 - Accounts for dynamic user preference changes
- Adaptive Module
 - Medium time scale behavioral matching
 - Threshold based policies
 - Interactive learning
 - Exploration-vs-Exploitation tradeoff
- Content Placement
 - Graph Matching
 - Optimizes network cost function
 - Optimizes content freshness

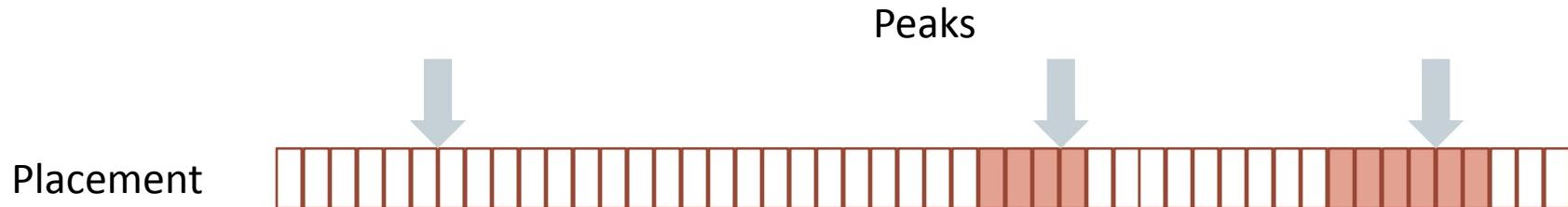


Content Placement: Graph Matching

- Placement of 10 Videos (No Constraints)



- Placement of 10 Videos (Constraints: Congestion 3-6)



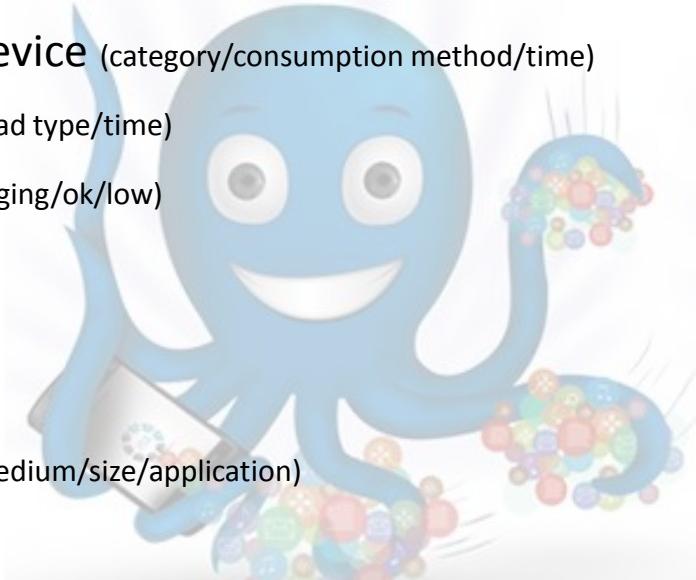
Cache: Client Side

- Logging
- Real Time Module
- Content Management
 - Personalized Memory Management
 - Personalized Battery Management



User Logging

- Content Logging:
 - VPN architecture: consumed content on device (category/consumption method/time)
 - Downloaded content (category/connectivity/download type/time)
- Battery Logging: Battery State change (charging/discharging/ok/low)
- Connectivity Logging:
 - Wi-Fi Connectivity (time/duration/speed)
 - Mobile Data (time/duration/speed)
- Data Usage Logging: Volume of Data utilized (time/medium/size/application)
- Schedule Result Logging:
 - Schedule items (category/medium/count/scheduled time/Success or Failure/download time)
- UI Event Logging: App activity (Screen access/ viewing/content)



Real Time Module

- Light weight design (executes symbolic schedule)
- Adjusts to dynamic real time changes
- Push-Pull architecture
- Accommodates different QoS requirements
- Smart venue solution
 - Optimized based on a check-in architecture
 - Opportunistic fetching with a back-up mechanism
 - Accommodate multicast and white space technologies.



Personalized Memory Management

- Manages memory on client through
 - Maintain memory utilization on device
 - Prioritizing content elements for retention
 - Optimizing cost/benefit of removing/retaining content elements
- Long term trends identified by the cloud
- Optimized based on real time logs (UI logs, number of views, pinning, etc...)



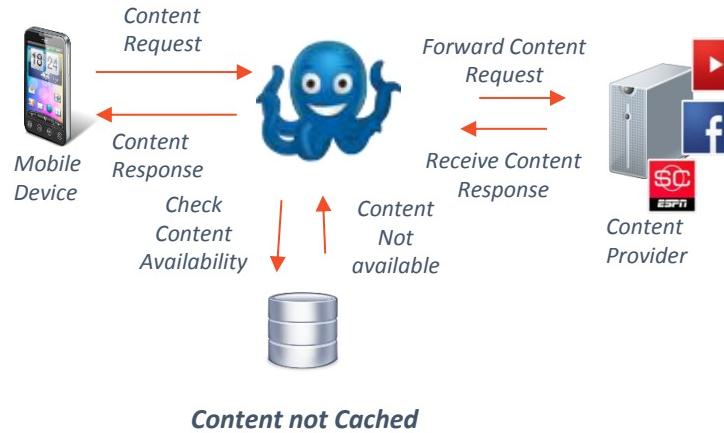
Personalized Battery Management

- Manages battery on client through
 - Maintain battery thresholds on device
 - Protects against unnecessary drainage of battery
- Accommodates different QoS
- Optimized based on caching history
- Optimized based on connectivity patterns



Serve: Client Side

- Content Consumption
 - Offline consumption
 - Packet injection for cached content from native apps



- Social/interactive UI (roadmap)

PAUL the App

- ✓ Intelligent management of data plan
- ✓ Saves bandwidth
- ✓ Offline content consumption
- ✓ Personalized content
- ✓ Elegant UI
- ✓ Enables delay free multimedia experience
- ✓ ***No modifications to existing applications – enjoy saved content within native apps at no data cost***



JAR DONOVAN
February 12th, 2013

An App Called PAUL Predicts The Videos You Want



With tablets and smartphones consuming more and more video content, a new app for Android simply called "PAUL" aims to ease that ever-increasing network strain by using a predictive cache/download algorithm.

Similar to peak-shaving in electrical grid video consumption habits and download whenever you're logged into a WiFi...



CRUNCHBASE

ScreenGrab

screengrab

Top 5 Android Exclusives Addendum: PAUL the App

Recent Posts

- 900+ Apps - The Ultimate March 2013 Update, and the Birth of the ScreenGrab App Store
- 4 Best Things for Optimizing Your Phone
- 3 Tips for Instantly Charging Your Phone
- Chinese Unveils the First Smartwatch
- 10 Best Free iPhone Games
- 10 Best Free Android Games



JOB SERVICES



Homepage News Entrepreneurs Companies More
News Wire Technology Politics From The Business Journals Business Travel



Video Now technology: Second Screen



A personalized experience in the vast content of soccer, through inter-linking news, highlights, live updates, and delay-free viewing launched as a global application

Feb 5th, 2013: Launched

Jan 30th, 2013: 400K+ downloads

Captured top spot in many individual markets

Recommended by NYTimes Soccer Blog

Sessions: 9M+

Screen Views: 40M+



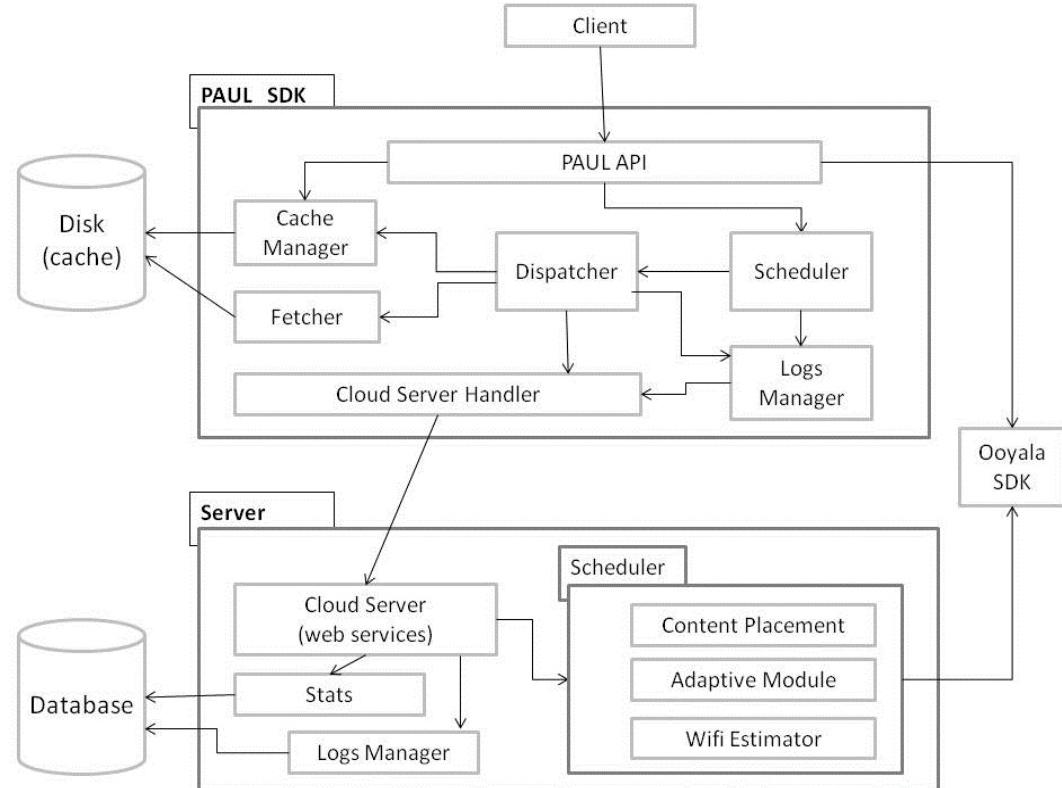
Brutus Now provides the OSU Buckeyes Fan with a unique Game Day experience, at the stadium, tailgating or watching the game live on TV.

Nov 2nd, 2013: Beta Launch.

* In partnership with the **OSU Athletics Department**

Video Now SDK

- Light weight client side
- Optimized Cloud processing
- Offloading traffic
- Monetizing spare capacity
- Content providers and mobile carriers interfaces



Analytics

- Allow for better understand of individual users or segments of users

- Hit ratio per segment
- Average savings per segment
- Usage Patterns
- Battery Patterns
- Content Consumption patterns
- Wi-Fi presence

Hit Ratio



Savings



Usage



Battery



Consumption

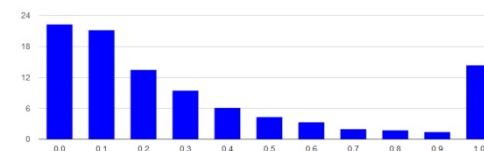
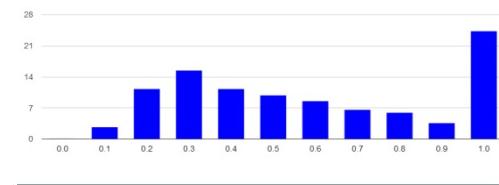
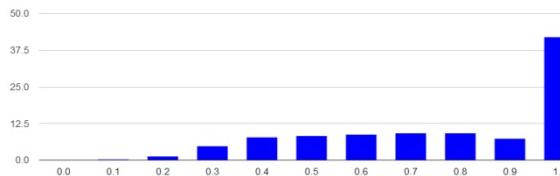
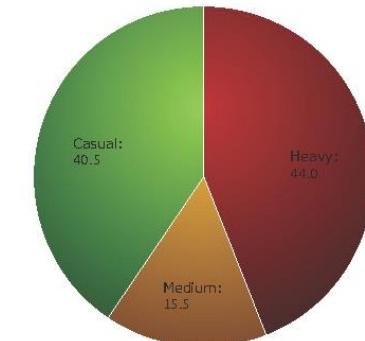
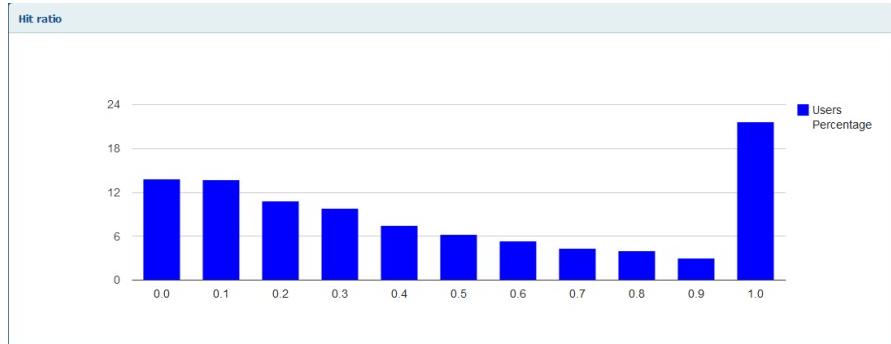


Wi-Fi



Analytics: Some Insights

- Heavy users=44% (Consuming more than 10 videos/day)



Hit Ratio



Usage



Savings



Battery



Consumption

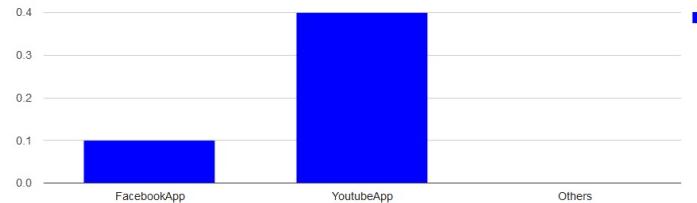
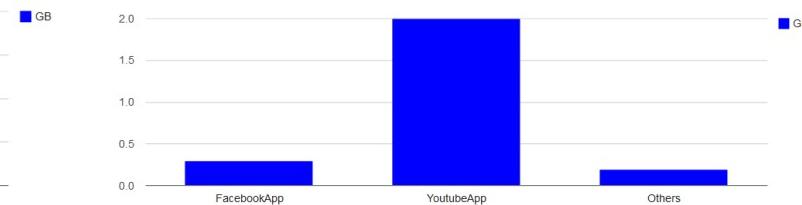
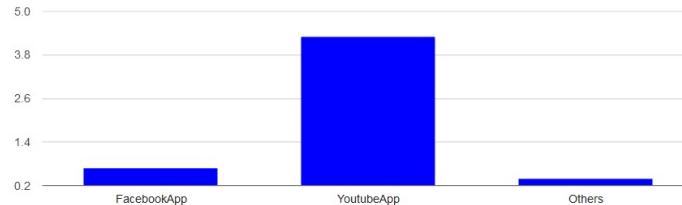


Wi-Fi



Analytics: Some Insights

- Average savings of > 2GB/month



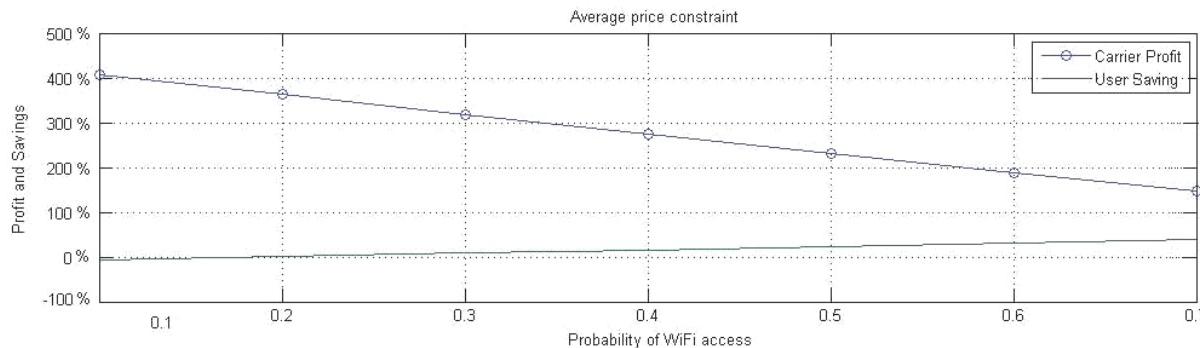
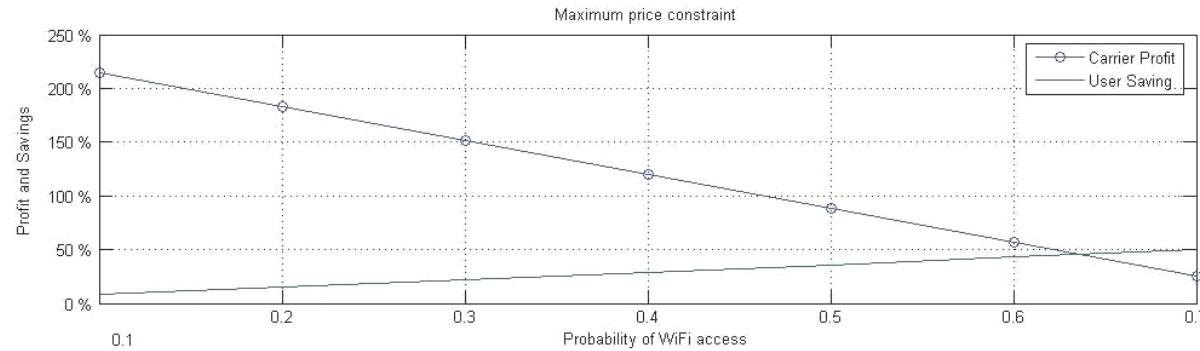
Content Provider and Carrier Interface

- Profile based content pushing
 - Profile defined by user preferences/information/behavior
- Dynamic pricing optimization
 - Identify the appropriate method/time for delivery of content
- Video ads caching and association
 - Preload video ads based on profile
 - Match ads to content

Dashboard



Dynamic Pricing: Win-Win Scenario



Intellectual Property and Copyright

- Joint optimization of the prediction, caching and suggestion/recommendation algorithms
 - Distributed non-intrusive implementation on mobile networks
 - Cloud based architecture,
 - Network management layer instantiation for operator integration
- **3 Key patent** filed Sept 2010-2012,
 - Independent Ohio State Lawyer search validates novelty of patent
 - Inmobly has exclusive rights to license the patent
 - Future patents planned in 2014/2015
- **Trademark agreement** with OSU since 2013

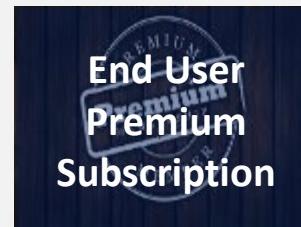
Business Model

Revenue Models



Revenue Share w/
Content Providers

Guaranteed QoS
Captive Audience



End User
Premium
Subscription

Offline Capabilities
Data Saving



Licensing to
Carriers

Offload Traffic
Expand Capacity

Validated data point: 2GB /month/user saving @ \$10/GB

Customers

- Trial deployments with Sprint-Virgin Mobile and Ooyala underway
- Licensed our technology to Wikibuli
- Partnership deal with OSU for our Buckeye Now app
- Partnership deal with Vodafone Emerging Markets in final stages
- Advanced discussions with various carriers (e.g., Verizon, TelCel), MVNOs (Kajeet, Scratch Wireless), and CDN for trial deployments and licensing our technology.

Management Team

Senior Management



Dr. Hesham El Gamal – CEO

- Professor at OSU and IEEE Fellow.
- 150+ published papers,
- 15 patents, \$2MM+ Funding
- Industrial experience with Alcatel-Lucent, Hughes, Inter-digital



Dr. Nayer Wanas – CTO

- Machine Learning expert with 50+ publications and 4 patents
- Former Microsoft Researcher
- Led several successful development teams



Scott W. Gatchall – SVP Corporate Development

- 23yr executive of the wireless telecom industry.
- Former Distinguished Member of Technical Staff, Motorola Mobility
- Architect of world's first digital cellphone & smartphone.

Board of Directors

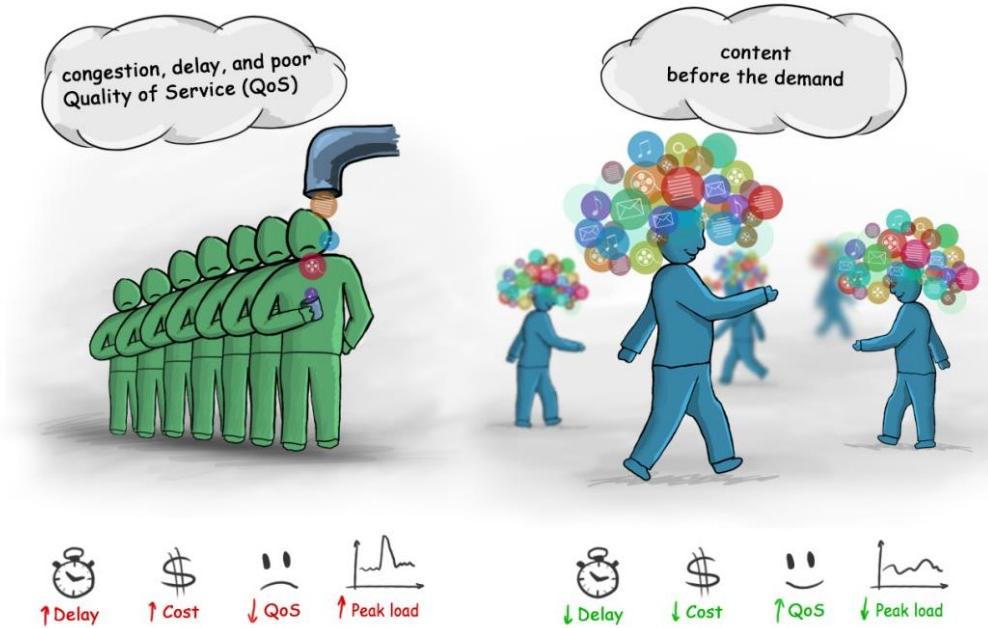
- Dr. Hesham El Gamal, CEO inmobly
- Dr. Nayer Wanas. CTO inmobly
- Ryan Helon, SVP TechColumbus
- Bob Fisher, CEO Fisher Advisors
- Ayaz UlHaque, Exalt Capital Partners

Strategic Advisors

- Ayaz Ul Haque
- Alan Morse,
- Mohamed Atallah

Corporate Partners





THANK YOU

Hesham El Gamal

helgamal@inmobly.com

+1 (614) 266-3112

Video Now: Solving Two Problems Simultaneously

Discovery



Content Aggregation



Recommendation Mobile TV



Efficient Delivery & Discovery



Manage Your Data



Fast Browsing

Compression



Offline Viewing



The Network in Mind



- Caching the last mile,
- Consumer focus,
- New and future content

Device Awareness



- Device centric and aware
- Intelligent scheduling
- Smart off-loading

Data Awareness



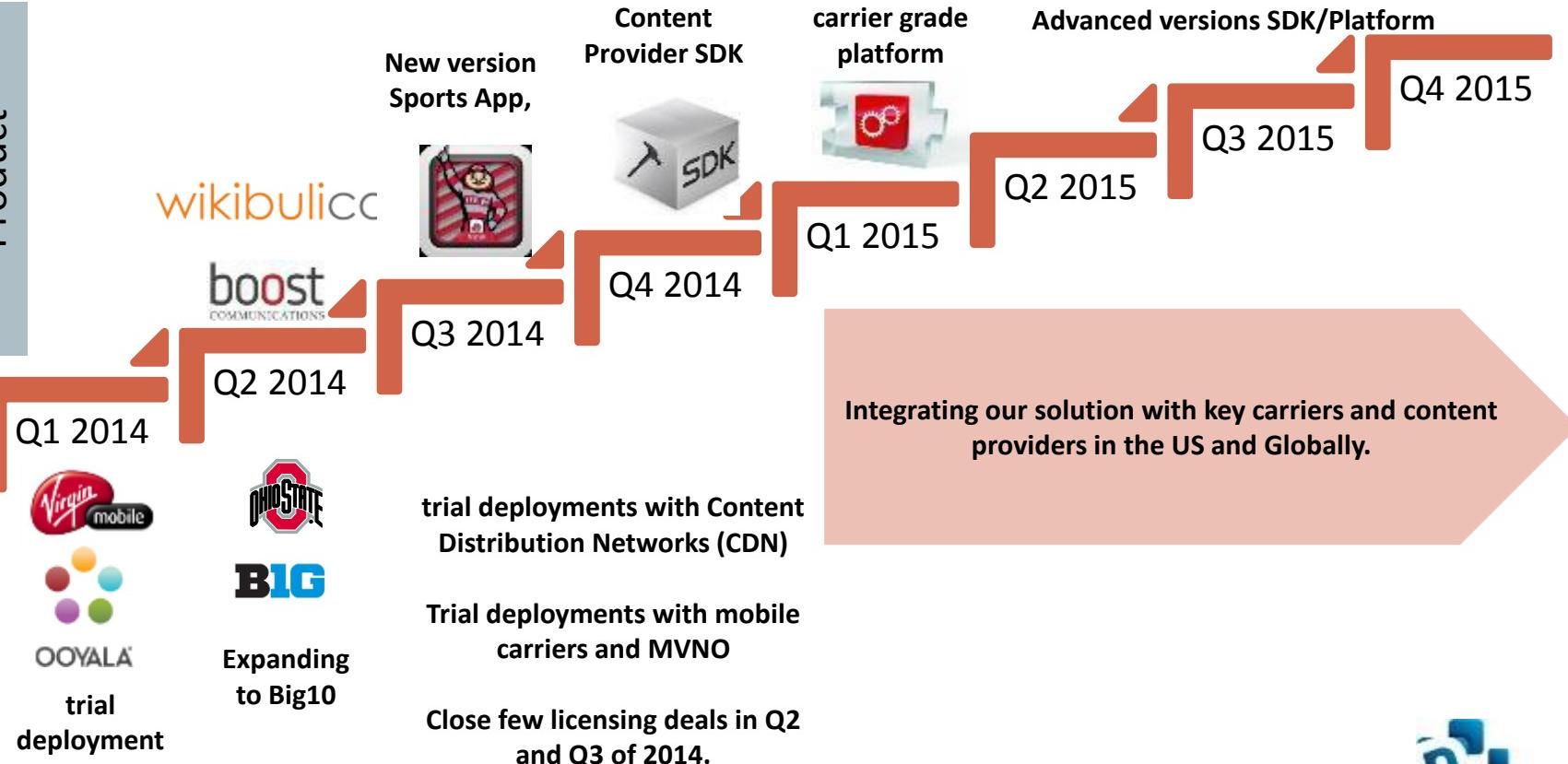
- Predictive opportunistic delivery
- Decongests the network
- Compression potential add-on



Technology/Product pipeline

product

Business



Market Size



- Personalized content
- Offline capabilities

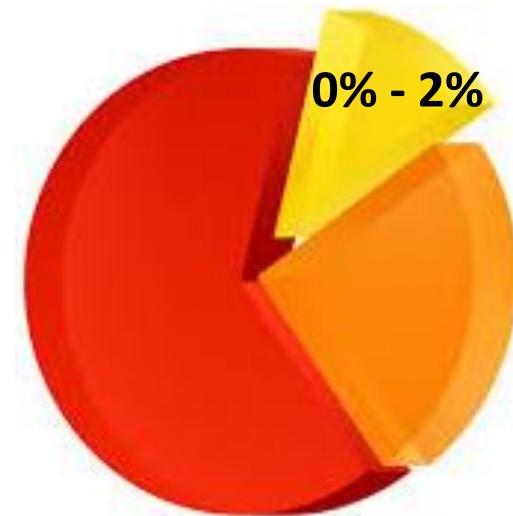


- Traffic offloaded to WiFi
- Monetize spare non-peak BW and cheap-infrastructure
- **Over-The-Top** video service



- Delay free video
- Cost conscious loading
- **More efficient than throttling**

Total Market: 150B



Addressable Market: 30B

Financial Projections

Revenue (USD '000s)	2014/2015	2015/2016	2016/2017	2017/2018
Total Revenue	1,278	4,715	21,487	38,439
Total Fixed + Variable (Sales) cost	1,949	5,949	7,364	8,736
Salaries	1,384	4,471	5,439	6,395
EBIT	-671	-1,234	14,122	29,704
% of Revenue	-53	-26	66	77
 Total Staff	 30	 50	 75	 100

- Raised \$1.4M
- Generated 20K Revenue 2013
- Burn Rate 60K/Month